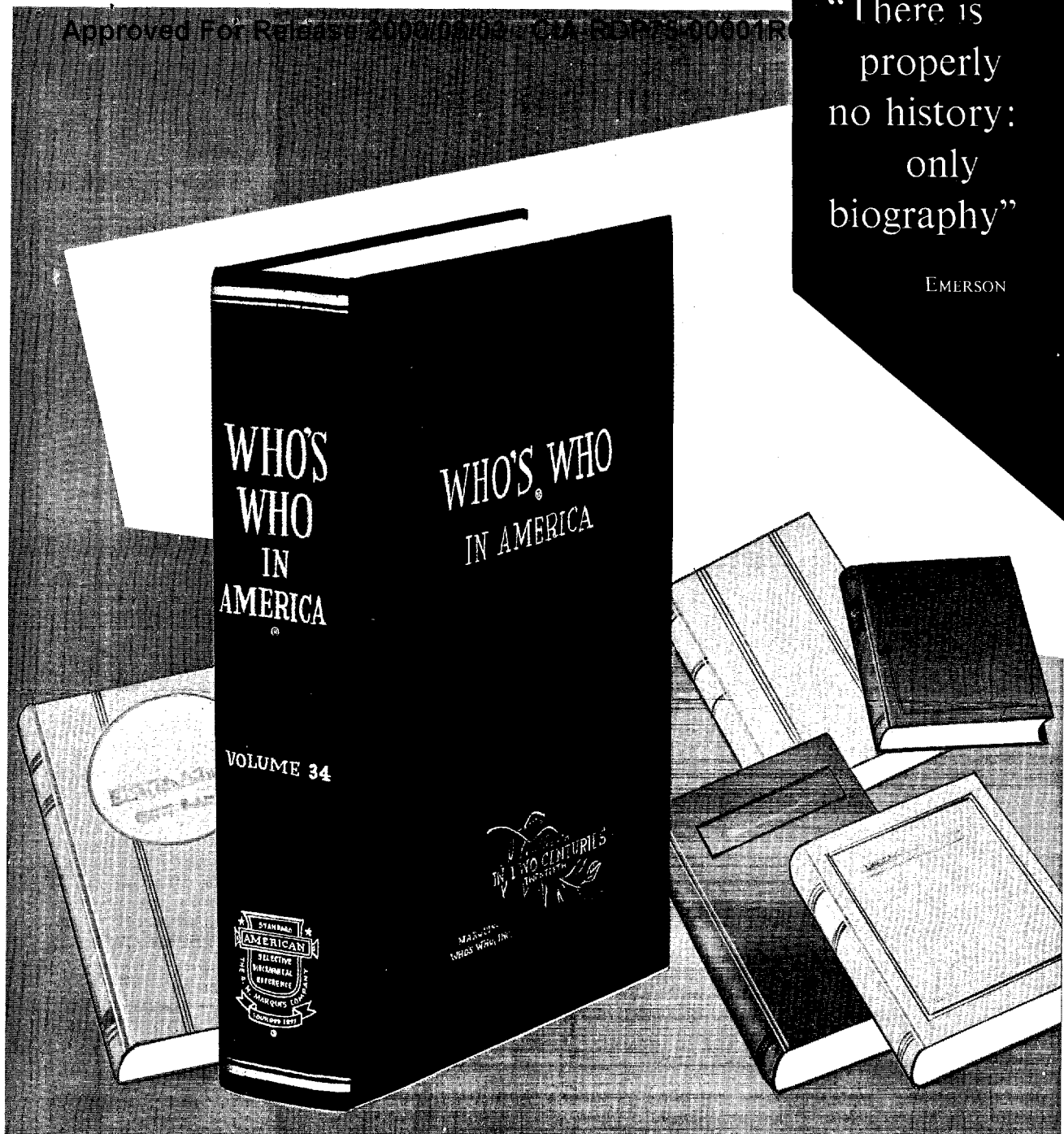


“There is
properly
no history:
only
biography”

EMERSON



In the history of the world, a very large part of what has been achieved can be traced to the work or the influence of a relatively small handful of men—men who were dedicated, enterprising, curious and able to a degree which set them apart from their contemporaries. As Emerson implied, there is a real sense in which the story of their lives is the history of the world.

Today, using their carefully tested selective standards and the modern improvement in reproduction methods, Marquis editors continuously carry forward—from the period of Jamestown Colony—a balanced coverage of the essential biographical data of Americans they have rated, under realistic criteria, as in fact noteworthy. And a significant percentage of this capably selected store of life records becomes permanently available in print, shelved in many widely dispersed libraries.

Approved For Release 2000/08/03 : CIA-RDP75-00001R000100100007-9

About an opportunity offered to but three in ten thousand

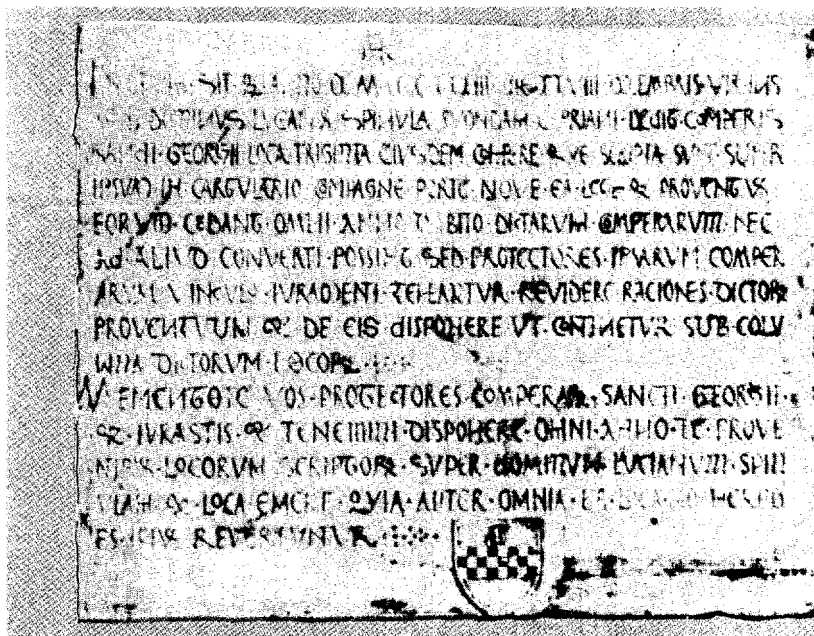
Undeniably, along with accomplishment sufficiently noteworthy to warrant legitimate reference interest, goes the positive desirability—and the opportunity—of having in the public record . . . and among family keepsakes . . . an accurate, verified record of one's personal achievements.

1 Along with this opportunity runs a responsibility to the fellow citizens of our Democracy—to the impressionable younger Americans, to those handling the day's news, to the writers and the researchers, to the historians and the biographers.

2 With this impersonal responsibility goes a directly personal duty, a duty to one's self as well as a duty to society. The duty of maintaining for your associates, your family, and your posterity a record of your life's activities, under assur-

ance that for all time it will be available to those it can surely interest and benefit.

3 In contrast, the duty of Marquis Editors is an entirely impersonal one. It is to select, impartially and to the best of their abilities, those they consider fall under carefully established standards firmly grounded in comparative subjectivity to reference interest. Once selected, the maintenance in print of an accurate life record must depend principally on your responsiveness.

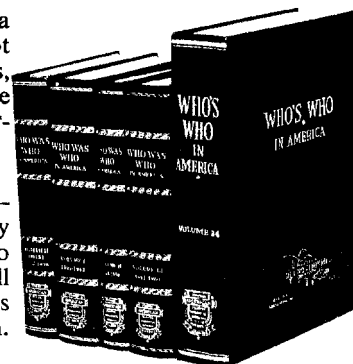


In records that defy the tooth of time.—EDWARD YOUNG

Until this and the nineteenth century, there were no adequate facilities for making soundly chosen biographical data permanently available for reference use. The life synopsis—on a marble slab—of Luciano Spinola reproduced to the left is, for example, intact after more than 500 years only because the room containing it happened to escape obliteration when the Banco San Giorgio in Genoa was bombed during World War II.

“Who’s Who” and “Who Was Who” provide a national store of biographical data recording the life records of American men and women which is unprecedented not only in point of scope, but as well because its value to the reference-users, researchers, historians and biographers is unique by reason of the fact that without exception those included in it have been *selected under Marquis’ thoroughly tested standards for reflecting comparative subjectivity to reference interest on meritorious scores.*

The cost is not inconsiderable—it now approximates half a million dollars annually—and under present conditions is increasing abnormally. Yet this burden is obviously justified by the unique reference source made available; while there is no expense to the individual biographee who voluntarily elects to participate, because of the overall worth of the objective or on the score of the many personal successorial considerations attaching to perpetuating a biographical record “against the tooth of time”—or both.



To the right are shown—from left to right—the new Historical Volume (1607-1896) of WHO WAS WHO IN AMERICA, Volume I (1897-1942), Volume II (1943-1950), and Between them WHO'S WHO and WHO WAS WHO provide coverage of approximately 117,000 outstanding men and women of American reference interest from today's jet age back to Jamestown Colony, and constitute a WHO'S WHO IN AMERICAN HISTORY.